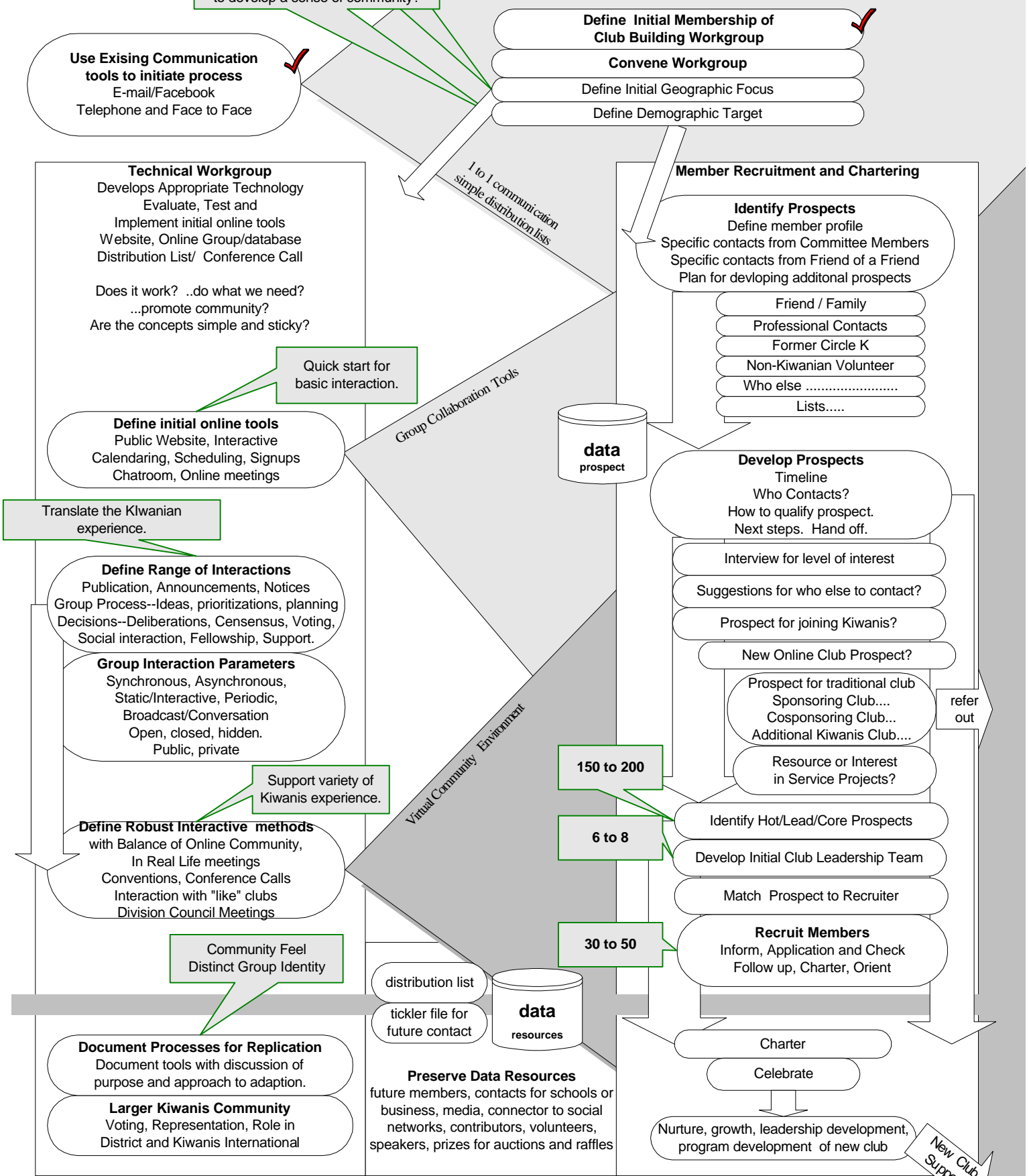


October 25, 2009
 www.div34.org
 mike@div34.org
 d34onlinevA3


Division 34 Club Building Workgroup Kiwanis Online Edition Project Overview



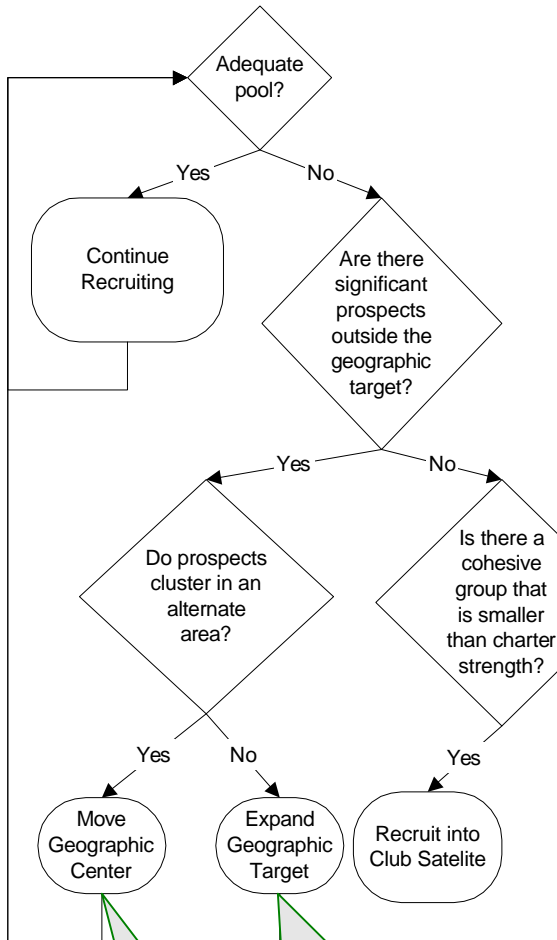
Division 34 Club Building Workgroup

Kiwanis Online Edition

Flow of Demographic Decisions

Rate and prioritize prospects
 Plan approach
 Evaluate success 

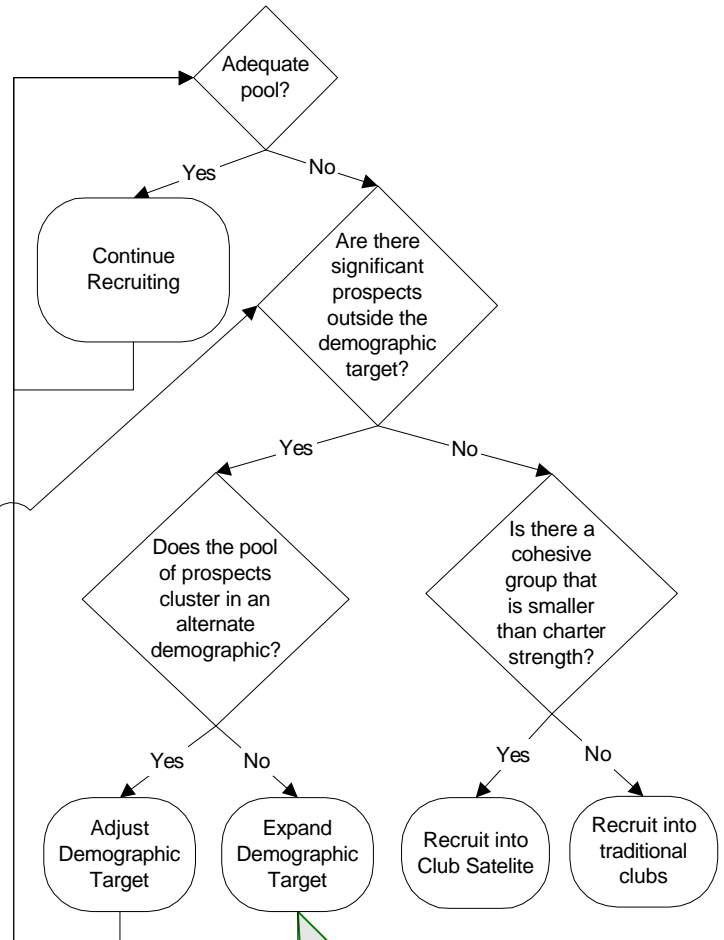
Define Initial Geographic Focus



Will service projects have a "neighborhood" appeal.

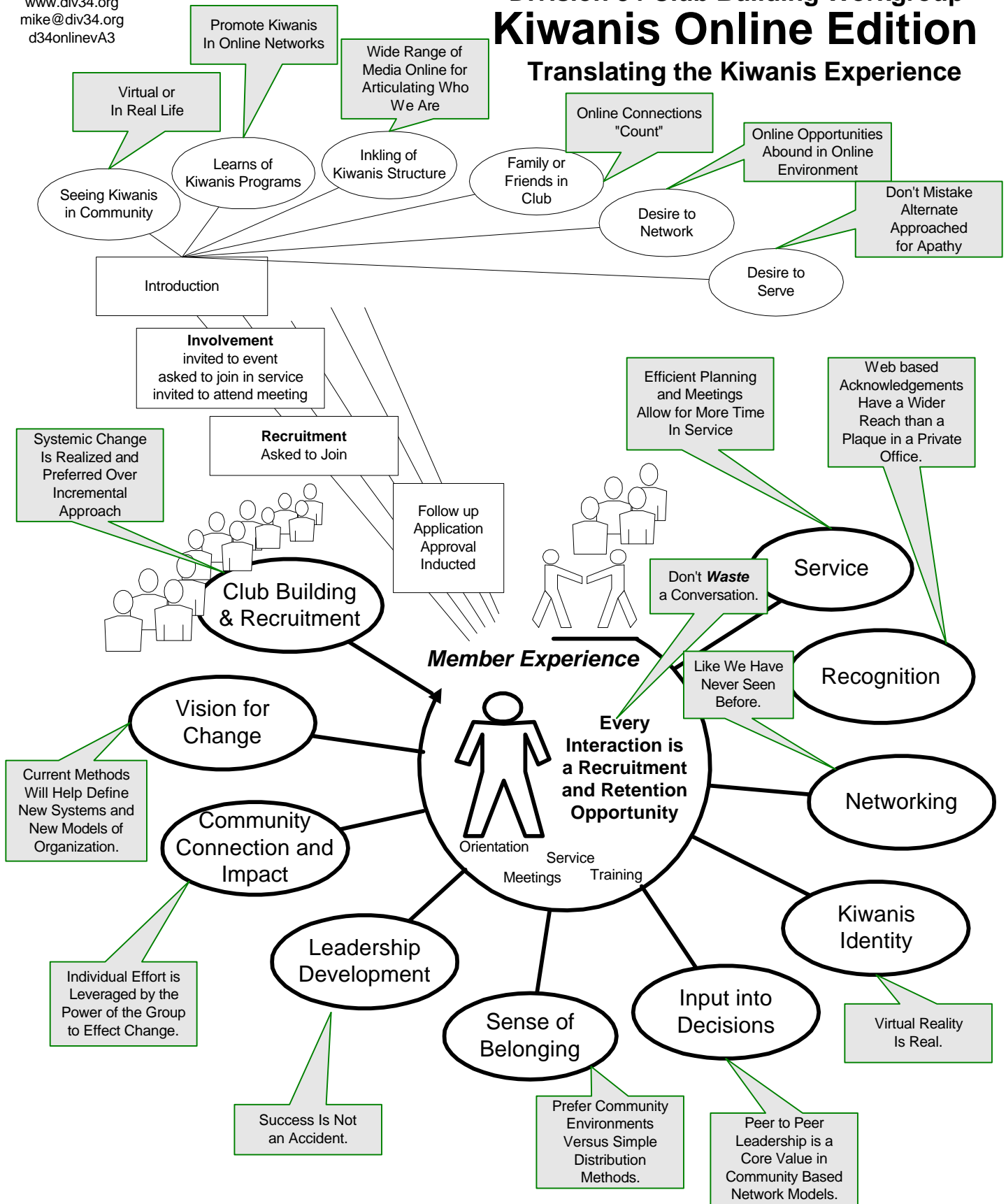
Will early prospects identify with new target? Additional Team Members Needed?

Define Demographic Target



Is target specific enough to develop a sense of community?

Division 34 Club Building Workgroup Kiwanis Online Edition Translating the Kiwanis Experience

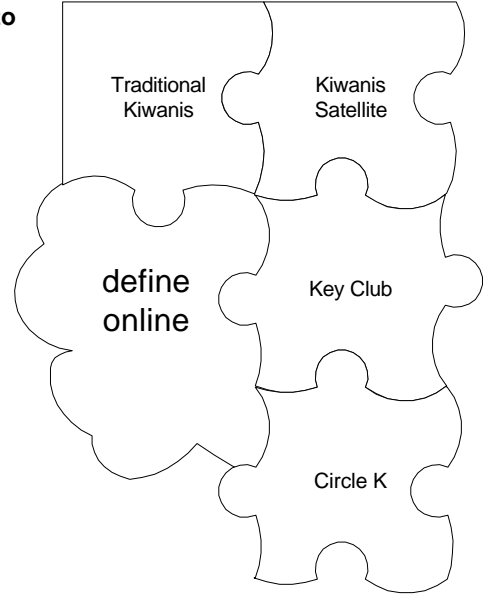
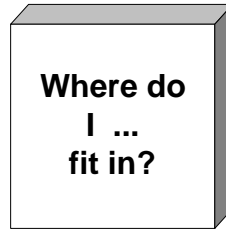


Division 34 Club Building Workgroup Kiwanis Online Edition additional graphics.....

**Challenges
 (we cannot avoid)**

- Define clear case for an online club and why prospects *need* to join.
- Produce a Target-Rich Prospect List
- Develop Skills within Club Building Workgroup to "Close the Deal"

Fitting a square peg into an undefined hole...



Rate and prioritize prospects
 Plan approach
 Evaluate success

Making it all Easier

Get the word out.
 Web, Social Networks, Print.

Asking for help.

Follow Proven Practices.

